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# Per-Store Price Optimization System

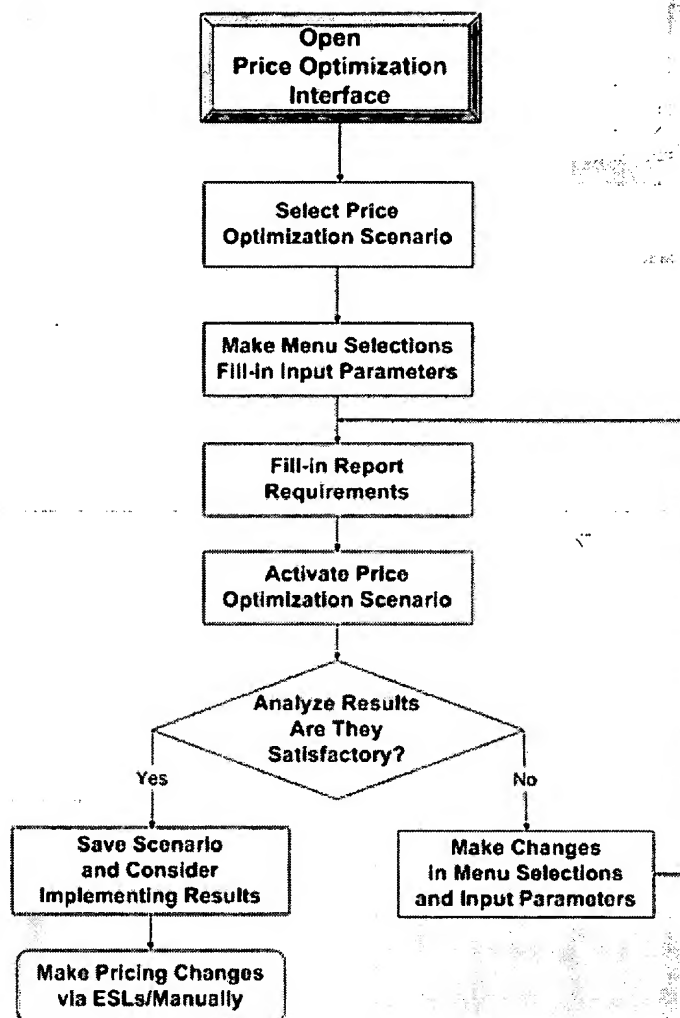
## The System

OptiRetailChain Per-Store Price Optimization Solution is a decision-support system (US patent pending) that enables retailers to make the most intelligent and profitable pricing choices.

- OptiRetailChain uses existing prices, sales and inventory data, and other operating information, along with real-world business rules and constraints.
- Based on sophisticated mathematical models, OptiRetailChain provides per-store optimal pricing recommendations, and issues revenue and demand forecasts.
- After adoption of price recommendations, OptiRetailChain sends optimal prices from central computer to Electronic Shelf Labels (ESLs).
- Using ESL system allows retailer to promptly implement price changes proposed by the Price Optimization software, resulting in significant labor savings and guaranteed pricing accuracy.

## The Benefits

- OptiRetailChain enables retailers to optimize regular and clearance prices from a single integrated solution.
- Using OptiRetailChain, retailer will be able to make optimal pricing decisions for individual stores, instead of across the chain, eliminating costly and unnecessary markdowns/markups.
- Using OptiRetailChain, retailers are empowered to take action based upon scientific optimization methods.
- ESL system guarantees pricing accuracy and promotional information delivery and it will provide a higher trust level to the consumer.



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22 Results

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1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
0 pages	0 pages	0 pages	0 pages	0 pages	0 pages	0 pages	10 pages	8 pages	3 pages	0 pages
							<a href="#">Apr 08, 2003</a> *	<a href="#">Feb 05, 2004</a>	<a href="#">Jan 24, 2005</a>	
							<a href="#">Jun 02, 2003</a>	<a href="#">Mar 29, 2004</a>	<a href="#">Feb 07, 2005</a>	
							<a href="#">Jun 09, 2003</a>	<a href="#">May 20, 2004</a>	<a href="#">Mar 05, 2005</a>	
							<a href="#">Jul 24, 2003</a>	<a href="#">May 21, 2004</a>		
							<a href="#">Aug 06, 2003</a>	<a href="#">May 24, 2004</a>		
							<a href="#">Sep 23, 2003</a>	<a href="#">Jun 08, 2004</a>		
							<a href="#">Oct 05, 2003</a>	<a href="#">Sep 25, 2004</a>		
							<a href="#">Nov 27, 2003</a> *	<a href="#">Sep 26, 2004</a>		
							<a href="#">Dec 22, 2003</a>			
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26 Results

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1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
0	0	0	0	0	2 pages	3 pages	12 pages	6 pages	3 pages	0
pages	pages	pages	pages	pages						pages
					<a href="#">Sep 30, 2001</a> *	<a href="#">Jun 05, 2002</a>	<a href="#">Feb 08, 2003</a> *	<a href="#">Jan 24, 2004</a>	<a href="#">Feb 07, 2005</a> *	
					<a href="#">Dec 03, 2001</a>	<a href="#">Sep 29, 2002</a>	<a href="#">Mar 26, 2003</a>	<a href="#">Mar 30, 2004</a>	<a href="#">Feb 14, 2005</a> *	
						<a href="#">Nov 29, 2002</a> *	<a href="#">Apr 09, 2003</a>	<a href="#">May 20, 2004</a>	<a href="#">Mar 05, 2005</a> *	
							<a href="#">May 29, 2003</a>	<a href="#">Jun 07, 2004</a>		
							<a href="#">Jun 13, 2003</a>	<a href="#">Jun 12, 2004</a>		
							<a href="#">Jul 07, 2003</a>	<a href="#">Sep 20, 2004</a>		
							<a href="#">Aug 03, 2003</a>			
							<a href="#">Aug 05, 2003</a>			
							<a href="#">Sep 26, 2003</a>			
							<a href="#">Oct 12, 2003</a>			
							<a href="#">Nov 20, 2003</a>			
							<a href="#">Dec 17, 2003</a>			

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**Web**Results 1 - 6 of about 11 for **optiretailchain**. (0.84 seconds)**OptiRetailChain**

OptiRetailChain. web stats script. Makor Company has developed an OptiRetailChain Retail Optimization Solution. It is comprised of: ...

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[PDF] **Opti Retail Chain**

File Format: PDF/Adobe Acrobat - [View as HTML](#)

Makor Company has developed an **OptiRetailChain** Retail Optimization. Solution. It is comprised of **OptiRetailChain** per-store price optimization ...

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**OptiRetailChain**. Makor has developed an OptiRetailChain a suite of retail optimization solutions, currently including an In-Store Advertising Optimization ...

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**Libero - Arianna**

... **OptiRetailChain** **OptiRetailChain**. Makor Company has developed an **OptiRetailChain** Retail Optimization Solution. It is comprised of: Per-Store Price ...

[195.210.91.187/search/abin/ google?query=related:http://www.patent-management.net/](http://195.210.91.187/search/abin/google?query=related:http://www.patent-management.net/) -

34k - Supplemental Result - [Cached](#) - [Similar pages](#)

**美国专利申请公开说明书20030220830 - Method and system for ...** - [ [Translate this page](#) ]

**OptiRetailChain** uses two methods of promotion optimization: real time scheduling and longer-term statistical optimization. Utilizing the machine learning ...

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**retail chain**

... markdowns/markups are made across the retail chain, regardless of how individual ...

[www.optiretailchain.com/OptiRetailChainWhitePaper.pdf](http://www.optiretailchain.com/OptiRetailChainWhitePaper.pdf) Found in:MS, ...

[www.selectedlink.com/worldweb/retail+chain.html](http://www.selectedlink.com/worldweb/retail+chain.html) - 39k - Supplemental Result -

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# Makor

The Makor Group includes Makor Issues and Rights Limited and its wholly owned subsidiary, Makor Urban Development Limited.

Makor Issues and Rights Ltd. was originally owned by Bank Leumi, the largest bank in Israel. The company's shares were registered on the Tel Aviv Stock Exchange (TASE) and its main activity was in the field of financing.

In 1971 the company's control was transferred to a group of investors and subsequently all the commercial shares were withdrawn from the TASE market. Since then, Makor has switched the bulk of its activity to real estate development in Jerusalem.

In 1979 Makor acquired 22,000 square meters of land in the Bak'a district in Jerusalem, and built the Rose Garden neighborhood of 150 exclusive residential apartments. In 1984, after the project was completed, the Israeli Technion Institute granted it the title of one of the best 50 residential projects in Israel for the last 200 years.

Makor Issues and Rights Ltd. owns 568,000 square meters of land on Har Homa neighborhood in Jerusalem and has an option to buy additional 364,000 square meters there, a total of 932,000 sq. meters. Makor planned to build on this land 6,500 apartments, 3 hotels and shopping center in eight stages. The total sales volume was estimated to \$1.5 Billion.

In 1991 the land in Har Homa owned by Makor was confiscated by the Israeli government for the same purpose, to build residential neighborhood. The company is entitled to receive just compensation.

Since then, Makor has successfully entered into the field of High - Tech Developments and became High-Tech Investment Company.

## Optiroads

Makor Company has developed a new method and system for optimizing transportation route design (patent registered). Based on this method and system Makor developed the OptiRoads software that calculates automatically the minimal cost of project in compliance with standard specifications.

[www.optimization.co.il](http://www.optimization.co.il)

## Mobile Location and Traffic Jam application

Makor has developed a mobile location and traffic jam application ( US patent 6,480,783 and US patent 6,615,130 ) that will provide mobile phone users the quickest route from journey starting point to destination taking into consideration real-time traffic jam conditions including corrections on demand based on driver current situation. Additional US patent 6,577,946 has been received for a new method of obtaining and continuously updating mobile location information, the information used as an input for the traffic jam guidance application, and US patent 6,901,264 has been received for a new method of determining mobile station positioning in cellular communication networks application.

[www.live-traffic.com](http://www.live-traffic.com)

## Traffic Signal Timings Optimization

Makor has developed a system ( US patent 6,539,300 ) for controlling and adjusting phase timings at all signalized intersections within a given geographical region with the purpose of allocating more green light time for roads with heavier traffic flows at the expense of less loaded roadways and, by doing so, to relieve the most jammed parts of the network at the expense of its less loaded parts. Makor will sell the traffic flow information to governmental agencies in order to help them to control traffic flow by optimizing traffic lights system.

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## OptiRetailChain

Makor has developed an OptiRetailChain □ a suite of retail optimization solutions, currently including an In-Store Advertising Optimization system for maximizing retail chain profitability through optimization of Point-Of-Purchase (POP) advertising and Per-Store Price Optimization software solution that enables retailers to make the most intelligent and profitable choices about pricing, markdowns/markups and their timing.  
[www.optiretailchain.com](http://www.optiretailchain.com)

## Real-Time Reservations

Another Makor Company development is an application for hotel booking. Now even small resorts can take advantage of a powerful automated online booking system designed for the Internet. Reservations are made on-line and in real time. Your guests have the advantage of knowing if you can accommodate them immediately, without wasting valuable staff time and efforts for confirmations. All you have to do is check your email every morning to see how many of them have registered the day before. Real-Time Reservations is fully automatic and completely secure.

[www.realtimereservations.com](http://www.realtimereservations.com)

## Patent-Management.net

is a comprehensive online patent management software system designed to address the professional and clerical needs of IP professionals. Patent-Management.net is developed to reduce the paper and mail processing required for the efficient patent management. Patent-Management.net system is a browser based IP management system using a MS SQL Server database manipulated by web pages and capable of handling large amounts of data consistent with multiple high-volume cases.

[www.patent-management.net](http://www.patent-management.net)



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0 pages	0 pages	1 pages	1 pages	3 pages	5 pages	4 pages	7 pages	4 pages	2
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				<a href="#">Sep 25, 2000</a> *	<a href="#">Apr 08, 2001</a>	<a href="#">Aug 18, 2002</a>	<a href="#">Apr 23, 2003</a>	<a href="#">Apr 04, 2004</a>	<a href="#">Feb 15, 2004</a>
				<a href="#">Dec 12, 2000</a> *	<a href="#">Aug 07, 2001</a> *	<a href="#">Nov 05, 2002</a>	<a href="#">Jun 04, 2003</a> *	<a href="#">Jun 08, 2004</a>	<a href="#">Feb 15, 2004</a>
					<a href="#">Nov 22, 2001</a>	<a href="#">Dec 24, 2002</a> *	<a href="#">Jul 07, 2003</a>	<a href="#">Oct 23, 2004</a>	
					<a href="#">Dec 01, 2001</a>		<a href="#">Aug 07, 2003</a> *		
							<a href="#">Oct 10, 2003</a> *		
							<a href="#">Dec 05, 2003</a>		

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## Optiroads application:

Makor Company has developed a new method and system for optimizing transportation route design (patent registered). Based on this method and system Makor developed the OptiRoads software that calculates automatically the minimal cost of project in compliance with standard specifications.

## NPV (Net Present Value) application:

Makor Company has developed also a NPV (Net Present Value) application that optimizes the project scheduling with generalized precedence relations of tasks.

## Real Time reservations application:

Makor Company has developed also an application for hotel booking. Now even small resorts can take advantage of a powerful automated online booking system designed for the Internet. Reservations are made on-line and in real time. Your guests have the advantage of knowing if you can accomodate them immediately, without taking valuable staff time for confirmations. And what you have to do is check you email every morning to see how many of them have registered the day before. Real Time Reservations is completely automatic. It is completely secure.

## Auto - Traffic jam application:

Makor Company has developed also a traffic jam application (US patent pending) that will provide mobile-phone users the quickest route from the start point to destination taking into consideration real-time traffic jam conditions including corrections on demand based on driver current situation.





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**Makor Issues & Rights Ltd.**  
32 Yehuda St., Jerusalem 93467  
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**makor@harhoma.com**

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## About the Company

Makor Issues and Rights Ltd. was established in 1964 and it was originally owned by Bank Leumi, the largest bank in Israel. Its main activity was in the field of financing. In 1971 the company's control was transferred to a group of investors and subsequently all the commercial shares were withdrawn from the Tel Aviv Stock Exchange (TASE) market. Then, Makor has switched the bulk of its activity to Real Estate Development in Jerusalem ([www.harhoma.com](http://www.harhoma.com)).

In 1991, Makor has successfully entered into the field of High - Tech Developments and became a High-Tech Company.

It also initiated its financial services work in the year 2001. Since then, the company has been engaged in extensive R&D with a particular emphasis on the field of real-time Forex market applications.

Makor also invests its own funds in Forex and International equities markets.

## Optimization Solutions

In 1991, Makor has successfully entered into the field of High - Tech Developments and became a High-Tech Company.

It developed a number of optimization software systems based on its intellectual property and a variety of sophisticated mathematical and statistical models.



**Makor Issues and Rights Ltd.**

### Optiroads

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*Optimization  
Solutions  
Development*

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[www.optiretailchain.com](http://www.optiretailchain.com)

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# OptiRetailChain

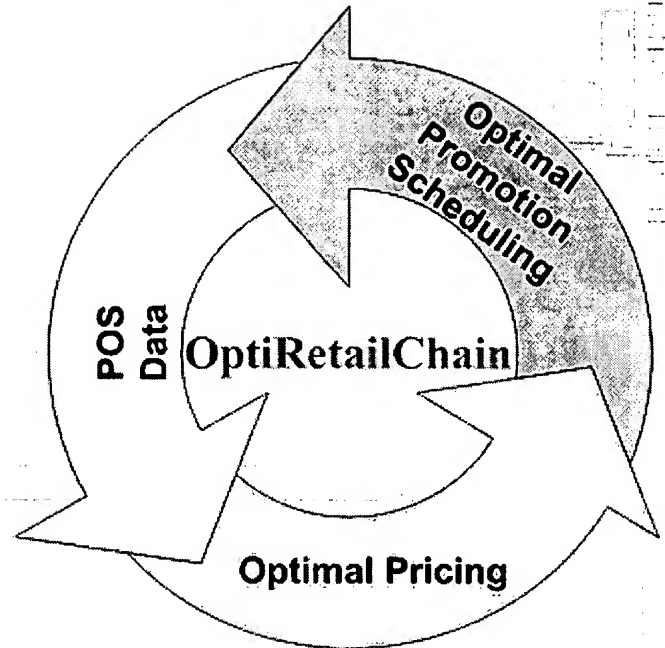
Makor Company has developed an OptiRetailChain Retail Optimization Solution.

It is comprised of:

- Per-Store Price Optimization module provided together with Electronic Shelf Label (ESL) solution.
- In-Store Advertising Optimization module.

OptiRetailChain is working as a complete system aiming to achieve higher profitability and to automate the store management process.

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s (optiretailchain) not py>2002

Items	File
-----	----
Examined 50 files	
Examined 100 files	
Examined 150 files	
Processing	
Processing	
2	225: DIALOG(R) Domain Names 1997 - Sep. 2004
>>>File 226: Prefix "PY" is undefined	
1	226: TRADEMARKSCAN(R)-US Fed_OG 060502/AP 060504
Examined 200 files	
Examined 250 files	
Examined 300 files	
Examined 350 files	
Examined 400 files	
Examined 450 files	
Examined 500 files	
Examined 550 files	

} Kevin

2 files have one or more items; file list includes 559 files.  
One or more terms were invalid in 105 files.

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1/3,K/1 (Item 1 from file: 225)

DIALOG(R)File 225:DIALOG(R) Domain Names 1997 - Sep. 2004  
(c) 2003 Dialog & SnapNames. All rts. reserv.

179097921 Record Date: 20020926

TYPE : WhoWas

**Domain Information**

optiretailchain .com

STATUS : Registered

REGISTRAR: NetworkSolutions, Inc.

EXPIRES : 20040313

CREATED : 20020313

**Technical Contact**

NAME : VeriSign, Inc.

ADDR : 21355 Ridgetop Circle

Dulles, VA 20166

US

**Name Servers**

webterminator1.crystaltech.com - 216.119.106.2

webterminator2.crystaltech.com - 216.119.106.3

**Domain Information**

optiretailchain .com

1/3,K/2 (Item 2 from file: 225)

DIALOG(R)File 225:DIALOG(R) Domain Names 1997 - Sep. 2004  
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170352330 Record Date: 20020623

TYPE : WhoWas

**Domain Information**

optiretailchain .com

STATUS : Registered

REGISTRAR: NetworkSolutions, Inc.

EXPIRES : 20040313

CREATED : 20020313

**Technical Contact**

NAME : VeriSign, Inc.

ADDR : 21355 Ridgetop Circle

Dulles, VA 20166

US

**Name Servers**

webterminator1.crystaltech.com - 216.119.106.2

webterminator2.crystaltech.com - 216.119.106.3

**Domain Information**

optiretailchain .com

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DIALOG(R)File 226:TRADEMARKSCAN(R)-US Fed  
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08114450

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INTL CLASS: 35 (Advertising & Business Services)

STATUS: Misassigned Serial Number; Intent to Use - Application;

Intent To Use - Current  
USPTO STATUS: Misassigned Serial Number - June 28, 2002  
SERIAL NO.: 78-114,450

?